

# First Annual Old Radiothon!

# RADIO GUIDE



PACIFICA  
LOS ANGELES

**KPFK**

MARCH 1971  
90.7 FM

*from Alsleben M.D.*

# the answer

A preventive medicine magazine  
for the general public

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# The Old Marathon Is Dead!

Dear Listener Sponsor:

The marathon, as it must to all Pacifica stations, comes to KPFK at 6:30 p.m. on Wednesday, March 1.

For those of you who have experienced past KPFK marathons, there are two different in two ways. First, the marathon need not to last more than two hours. Second, the network radio program

er comes first.

stations have used the same deficits in the difference between the operating budget, the operating budget, the operating budget, and KPFK's operating budget.

while current budget is 300 per day, the last

150,000 in the answer is no, we of the \$150,000 somewhere is the same hours, less staff layoffs.

history of listener support occupies an impressive record. It has, for staff with both the staff and the staff, the staff!

back salaries for accounts, jeopardizing family food staffs who

already work in the pressure-cooker environment of radio.

The staff has endured these pressures because of a vision. The vision that our listeners will support excellence in programming. I too share this vision.

Lewis Hill, founder of Pacifica Radio, said that when in a crisis, the creative thing to do is expand. When I arrived at KPFK in August, I did not cut back staff or programming hours. On the contrary, new staff positions were created, and we went back to late-night broadcasting. The 1972 marathon will prove, once and for all, whether Los Angeles will support a comparatively large listener-sponsored radio station.

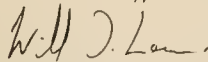
In terms of listener sponsors, income and operating budget, KPFK ranks third as a Pacifica station. WBAI, in New York City, ranks first with an operating budget of more than \$600,000 yearly; KPFA, Berkeley, comes second with \$336,000; KPFK operates on \$312,000. KPFT, in Houston, the newest Pacifica station, runs at about half of KPFK's budget. (KPFK's monthly expense budget is on page 4.)

Considering the number of persons who live within range of our 112,000-watt signal, KPFK should rank second, just after WBAI. That it does not bothers us very much.

Although the First Annual Old Radio Marathon has a very serious base, the staff is working extra hard to make it an entertaining and festive occasion. You're invited to call our marathon number, 985-KPFK (985-5735) with a pledge. *Please tell the volunteer operator what programs or program areas you want your money to particularly support.*

The future of KPFK is in your hands—as well as in those of the tens of thousands who listen but do not support. We thank you for your past support, but your present support is vital for KPFK's survival.

Yours sincerely,



Will I. Lewis  
Manager

# ing Live the New Marathon!

*from Alsleben M.D.*

# the answer

A preventive medicine magazine  
for the general public

**Your  
check →**

OR  
MONEY  
ORDER  
IN THIS  
ENVELOPE  
WILL INSURE  
ANOTHER  
YEAR'S  
OPERATION  
OF KPFK  
... AND HELP  
END THE  
1972 MARATHON.

Remember: renewals,  
though welcome, do *not*  
count toward the  
marathon goal.

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# The Old Marathon Is Dead!

Dear Listener Sponsor:

The marathon, as it must to all Pacifica stations, comes to KPFK at 6:30 p.m. on Wednesday, March 1.

For those of you who have experienced past KPFK marathons, you will find this one different in two ways. First, it's a fixed-time marathon—it is *guaranteed* not to last more than 31 days. Second, it has a theme: network radio programs from the 1930s and 1940s.

*The goal is \$150,000 or 31 days, whichever comes first.*

Why a marathon? Since 1965, Pacifica stations have used a large, on-the-air fund-raising effort to raise deficits in the station operating budget. The deficit is the difference between the income from new listener subscriptions, renewals and other contributions, and the monthly operating budget. (The Pacifica Foundation has no endowment, and KPFK has no large foundation or commercial underwriting support.)

Current income is averaging \$550 each day, while current station expenses average \$850, leaving a \$300 per day deficit. It has been nearly 16 months since the last marathon.

What happens if KPFK fails to raise the \$150,000 in the 31 days? Will KPFK go off the air? The answer is no, we will not go off the air. But the remainder of the \$150,000 will have to be made up somewhere. That somewhere is the station operating budget. That means reduced hours, less ambitious programs, a smaller Folio. And staff layoffs.

The 1972 marathon is a watershed in the history of listener-sponsored radio in Los Angeles. KPFK occupies an impressive two-story building that is virtually paid for. It has, for the most part, an experienced, dedicated staff with both sensitivity and imagination. Your letters tell us the programming has improved. But at what sacrifice!

Fully one-fifth of the marathon goal is for back salaries for the staff: \$30,000. Depletion of savings accounts, jeopardizing of credit ratings, belt-tightening in family food budgets add unconscionable pressures to staffers who

already work in the pressure-cooker environment of radio.

The staff has endured these pressures because of a vision. The vision that our listeners will support excellence in programming. I too share this vision.

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Yours sincerely,



Will I. Lewis  
Manager

# Long Live the New Marathon!

# Where Does the Money Go?

High-fidelity, stereo controlroom equipment is expensive. Despite a \$35,480 facilities grant last year from the Department of Health, Education and Welfare (only the first half of which has been received), there is much to be done.

For example, we need to duplicate the facilities of our upstairs production controlroom (Studio D) downstairs in Master Control. And we can, if we raise \$10,000 as part of the marathon this month.

Some of our equipment (still not fully paid for) is pictured on this page, along with their pricetags.

At right is the remote control panel for the transmitter. The panel includes four solid-state limiters, alone worth a total of more than \$2500, plus two stereo monitors which cost about \$2000 each. A grand total of . . .

**\$4500**



## KPFK'S ESTIMATED MONTHLY EXPENSES:

### SALARIES

Salaries	\$14,721	
Employers Taxes	1,376	
Health Insurance	393	\$15,500

### FIXED EXPENSES

Wire Services	700	
Other Subscriptions	50	
Tape (raw)	600	
Tape (pre-recorded)	100	
Telephone	1,900	
Utilities	300	
Insurance	300	
Rent	750	
Taxes and Licenses	30	
Interest and Penalties	100	
Bank Charges	25	
Legal and Audit	100	4,955

### FOLIO

1,300

### SUBSCRIPTION

500

### PROMOTION

100

### VARIABLES

Travel	350	
Maintenance	250	
Office	200	
Technical Maintenance	500	
Postage	400	
Levy	450	
Non-Technical Maintenance	70	
Auto Maintenance	60	2,280

### CONTINGENCIES

365

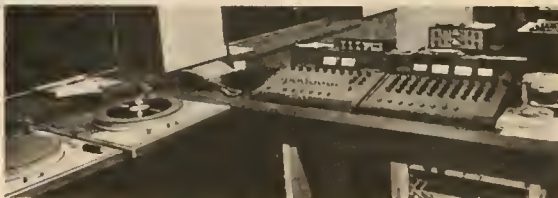
### TOTAL MONTHLY EXPENSES

\$26,000



This is our custom high-speed stereo tape duplicator system, which has one master and two slaves. The cost . . .

**\$7000**



This is the upstairs production controlroom, equipped with: four Scully tape recorders (\$3500 each); a stereo production console (\$6000); a stereo mixing console (\$6000); two Fairchild turntable systems (\$600 each); and two monitor speakers (\$500 each). And the grand total comes to . . .

**\$28,200**

### MARATHON ALLOCATIONS:

Back staff salaries	\$30,000
Back rent (land only)	10,500
State and federal taxes	3,000
March operating deficit	18,000
Anticipated deficit, April, May	10,500
Summer doldrums	20,000
Master control room installation	10,000
National Convention coverage	7,000
Accounts payable	30,000
Transmitter & building insurance	1,500
Short-term loans	6,000
Pacifica Program Service	3,500

### MARATHON GOAL

\$150,000



# KPFF 90.7 FM

PACIFICA RADIO

LOS ANGELES

## THE VOLUNTEERS

are all those people who donate their time and energy to keep this place going. They produce programs, review Los Angeles cultural events, edit tapes, gather news, type, file, answer phones—in short, without them we wouldn't be here. Thanks.

*H. Rudolph Alsleben, Phil Austin, Peter Bergman, Donald Bray, Bonnie Cardon, Alvaro Cardona-Hine, Mario Casetta, Dawn Chatty, Natividad Cisneros, Joe Cooper, Ridgely Cummings, Judith Dancoff, R.H. Darden, John Davis, Madeleine Deutsch, Ron Dhanifu, Ron Eber, Theodore Edwards, Jeff Elliot, Michael Elliot, Moctezuma Esparza, Stephen Farber, Paul Faulkner, Gil Ferrer, Sandford Fidell, Steve Futterman, Cy Gius, J. B. Goode, Bob Gowa, Frank Greenwood, Georg Gugelberger, Carlos Hagen, Tom Halle, Ed Hamilton, Michael Hannon, Dorothy Healey, Ethlie Herman, Doris Herscher, Peggy Holter, Ida Honorof, Dick Huemer, Fred Hyatt, Warren Jones, Jim Kitses, Sam Kushner, Howard Larman, Roz Larman, Mike Lee, Larry Levin, Michael Lofchie, Herschel Lyman, William Malloch, Stephen Mamber, Sue Marshall, Dave McDonald, Leo McElroy, Dave McGregor, Maureen McIlroy, Bill McIntyre, Mike Moberly, Charles Morgan, Richard Nielson, Earl Ofari, Lanny Orlin, Leah Orlin, David Ossman, Constance Pfeifer, Lowell Ponte, Phil Proctor, Tom Ritt, Raul Ruiz, Antonio Salazar, Ed Scanlon, Paul Schrader, Dave Simpson, Mark Smith, Juris Svendsen, Richard Toscan, Joe Triscari, Varda Ullman, Bill Vestal, Paul Vorwerk, Charles Waite, Margaret Wright*

The KPFF Folio is not sold; it is sent free to each subscriber supporting our non-profit, non-commercial, educational station, and contains the most accurate possible listing of the programs broadcast.

Our transmitter is on Mount Wilson and we broadcast in stereo multiplex with an effective radiated power of 112,000 Watts. Our studios and offices are located at 3729 Cahuenga Boulevard, West, North Hollywood, California 91604. Our mailing address is KPFF, Los Angeles, CA 90038, and the telephone numbers are 877-2711 from Los Angeles and 984-2711 from the San Fernando Valley and beach cities.

KPFF is owned and operated by the Pacifica Foundation, a non-profit institution. Other Pacifica stations are KPFA, Berkeley, CA 94704; WBAI, New York, N.Y. 10021; and KPFT, Houston, TX 77002. An application for a fifth station is pending in Washington, D.C. Subscriptions are transferable.

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**KPFF LOCAL BOARD:** Lucretia Cole; Sam Francis; Leonard Goldman; Brownlee Hayden; Hallock Hoffman; Celes King III; Robert Klein; Ronald M. Loeb\*; Max Palevsky; Robert Powsner; Marvin Segelman; Frank Wyle\*; Floyd Yudelson.

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Will Lewis

*Program Director*  
Ruth Hirschman

*Program Assistant*  
Barbara Cady

*Public Affairs*  
Mike Hodel, Director  
Mary Bess  
Dennis Mathews  
Don Roeck  
Steven Tyler

*News*  
Richard Halmy, Director  
Miriam Bjerre  
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*Music*  
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Katherine Calkin

*Drama & Literature*  
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Barbara Spark

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*Subscriptions*  
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Harold Hodge



KPFK AND THE FIRST UNITARIAN CHURCH OF LOS ANGELES PRESENT

# SCHUTZFEST

A FESTIVAL COMMEMORATING THE 300th ANNIVERSARY OF THE DEATH OF

**Heinrich Schütz**

GREAT COMPOSER OF SPATIAL, MYSTICAL MUSIC OF THE EARLY BAROQUE

## Three Gala Concerts

Saturday, April 1      Occidental College Glee Club,  
St. John Passion; sacred, secular      Henry Gibbons, conductor  
and instrumental compositions by      Collegium Musicum,  
Schütz and his contemporaries.      Richard Grayson, conductor

Friday, April 7      The Pacifica Singers,  
Polychoric Psalms,      Paul Vorwerk, conductor  
Symphoniae Sacrae      Wind and String Ensembles

Sunday, April 9      The Pacifica Singers,  
Dramatic Works,      Paul Vorwerk, conductor  
Geistliche Konzerte,      Waldemar Hille,  
Musicalische Exequien      organist

ALL CONCERTS AT 8:30 P.M.

STEPHEN H. FRITCHMAN AUDITORIUM, FIRST UNITARIAN CHURCH  
2936 West Eighth Street (at Vermont), Los Angeles 90005



PRICES: Each concert,  
General Admission \$3.00;  
Students \$1.50. Sponsors:  
\$12.50 per ticket for  
reserved block of seats to  
all three concerts. Your  
name will be listed in the  
program if your sponsor-  
ship is received by  
March 10, 1972.

Send self-addressed,  
stamped envelope with  
check to First Unitarian  
Church. Specify date(s)  
desired. Call church office  
for group rates: 389-1356.





## When Was the Last Time You Watched Your Radio?

The great thing about listening to Lux Radio Theater or Our Gal Sunday or Inner Sanctum or even Jack Benny was the pictures—the pictures in your mind.

In the "theater of the imagination," you designed the sets . . . selected the cast . . . created the costumes and makeup.

During the month of March, KPFK invites you to

relive the golden age of radio, as we present more than 100 programs from the 1930s and 1940s. We've scheduled them loosely within four time slots, as you'll see on the following pages. Exactly when a specific program goes on the air will depend on when we reach our daily marathon goals.

So tune in and listen. Better still, watch.



Calling the police! Calling the G-Men! Calling all Americans to war on the underworld! **GANGBUSTERS!** . . . With the cooperation of leading law enforcement officials, Gangbusters presents facts in the relentless war of the police on the underworld . . . authentic case histories that show the never-ending activity of the police in their work of protecting our citizens.

## Wake Up to a Mystery

Every morning between 6 and 9 a.m.



Basil Rathbone as  
Sherlock Holmes.



Joseph Curtin as Mr. North . . .



. . . and Alice Frost as Mrs. North.

- W 1 **THE FALCON**  
Case of the Substitute Target.
- T 2 **GANGBUSTERS**  
The Onion Jar Case.
- F 3 **MYSTERIOUS TRAVELER**  
Murder in Jazz Time.
- S 4 **SOUNDS OF DARKNESS**  
Traitors Beware.
- S 5 **DESTINATION FIRE**  
The Sound of Fire.
- M 6 **THE WHISTLER**  
The Sell-Out.
- T 7 **RICHARD DIAMOND**  
The Phony Seance Racket,  
with Dick Powell.
- W 8 **TREASURY AGENT**  
Know Your Money.
- T 9 **THE SHADOW**  
The Nursery Rhyme Murders,  
with Bret Morrison.
- F 10 **SHERLOCK HOLMES**  
The Bruce Partington Plans,  
with Basil Rathbone.
- S 11 **THE CREAKING DOOR**  
The Midnight Express.
- S 12 **NIGHTBEAT**  
Five Days Off for Christmas.
- M 13 **MOLLE MYSTERY THEATER**  
Death Talks Out of Turn.
- T 14 **THE ADVENTURES OF SAM SPADE**  
The Bow Window Caper, with Howard Duff.
- W 15 **PHILO VANCE**  
The Case of the Girl Who Came Back.
- T 16 **CRIME CLUB**  
Fear Came First.
- F 17 **BROADWAY'S MY BEAT**  
Writer's Dilemma.
- S 18 **DRAGNET**  
The \$10,000 Diamond Swindle.
- S 19 **LET GEORGE DO IT**  
A Crime Too Simple.
- M 20 **WALK SOFTLY, PETER TROY**  
The Wistful Witch.
- T 21 **ELLERY QUEEN**  
The Adventure of Deadman's Cavern.
- W 22 **JOHNNY MADERO, PIER 23**  
With Jack Webb.
- T 23 **BOX 13**  
The Dead Man Walks, with Alan Ladd.
- F 24 **THE LIVES OF HARRY LIME**  
Barbary Queen, with Orson Welles.
- S 25 **THE THIN MAN**  
The Case of the Passionate Palooka.
- S 26 **THE ADVENTURES OF BOSTON BLACKIE**  
Dead Man With New Shoes.
- M 27 **MR. AND MRS. NORTH**  
Operation Murder.
- T 28 **EPIC CASE BOOK**  
The Clue That Never Was.
- W 29 **I WAS A COMMUNIST FOR THE FBI**  
Little Red Schoolhouse.
- T 30 **ROCKY JORDAN**  
The Lady From Istanbul.
- F 31 **TRUE DETECTIVE STORIES**  
A Town With Monster.

- W 1 **THE JACK CARSON SHOW**  
Jack prepares for a trip.
- T 2 **IT'S JOAN DAVIS TIME**  
Guest: Danny Thomas.
- F 3 **THE DENNIS DAY SHOW**  
Dennis becomes a scoutmaster.
- S 4 **CANDID MICROPHONE**  
Host: Alan Funt. Guest: Bela Lugosi.
- S 5 **IT PAYS TO BE IGNORANT**  
Question: What beverage comes from tea leaves?
- M 6 **IT'S TIME TO SMILE**  
With Eddy Cantor, Dinah Shore, Jack Benny.
- T 7 **TRUTH OR CONSEQUENCES**  
Christmas show, in a hospital.
- W 8 **BLONDIE AND DAGWOOD**  
With Arthur Lake and Penny Singleton.
- T 9 **THE LIFE OF RILEY**  
With William Bendix. Riley's landlord refuses to fix the leaking roof.
- F 10 **THE KATE SMITH SHOW**  
Kate sings "How Many Hearts Have You Broken?"
- S 11 **INFORMATION PLEASE**  
With Clifton Fadiman.
- S 12 **ROMANCE**  
The Man from the North, the story of William Wallace.
- M 13 **GRAND CENTRAL STATION**  
Grandpa Crashes Through.
- T 14 **THE ALAN YOUNG SHOW**  
Alan plans a trip to Canada.
- W 15 **THE ALDRICH FAMILY**  
With Ezra Stone as Henry.
- T 16 **THE ADVENTURES OF OZZIE AND HARRIET**  
Building a boat.
- F 17 **MEET MILLIE**  
Mama wants Millie to get married.
- S 18 **ARCHIE ANDREWS**  
The Perspiring Thermometer.
- S 19 **THE HARDY FAMILY**  
Andy's New Job, with Mickey Rooney.
- M 20 **THE SAD SACK**  
He comes home from the Army.
- T 21 **MY FAVORITE HUSBAND**  
Valentine's Day, with Lucille Ball.
- W 22 **THE PENNY SINGLETON SHOW**  
The Admiral.
- T 23 **THE ADVENTURES OF MAISIE**  
With Ann Sothorn.
- F 24 **OUR MISS BROOKS**  
With Eve Arden.
- S 25 **MY FRIEND IRMA**  
Irma learns astrology.
- S 26 **MEET CORLISS ARCHER**  
Trouble with fortune tellers.
- M 27 **DECEMBER BRIDE**  
With Hal March and Spring Byington.
- T 28 **THE PRIVATE PRACTICE OF DR. DANA**  
Sophia Howard, with Jeff Chandler.
- W 29 **DR. CHRISTIAN**  
The Other One. Written by the audience.
- T 30 **BEULAH SHOW**  
Beulah finds a wedding ring.
- F 31 **DR. I. Q.**  
Introducing a new Dr. I. Q. candy bar.

# Variety Matinee

Every afternoon between noon and 2 p.m.



It Pays To Be Ignorant. Who wrote Dickens' classic David Copperfield?



Arthur Lake and Penny Singleton as Dagwood and Blondie.



"Coming, Mother!" Ezra Stone as Henry Aldrich, in *The Aldrich Family*.



Marie Wilson as *My Friend Irma*.

As a bullet seeks its target, shining rails in every part of our great nation are aimed at Grand Central Station, heart of the country's greatest city. Drawn by the magnetic force, the fantastic metropolis, day and night great trains rush toward the Hudson River, sweep down its Eastern bank for 140 miles, flash briefly past the long red row of tenement houses south of 125th Street, dive with a roar into the 2½-mile tunnel which burrows beneath the glitter and swank of Park Avenue and then . . . GRAND CENTRAL STATION! . . . crossroads of a million private lives.





Frank and Marian Jordan as Fibber McGee and Molly.



Marlene Dietrich as Anna Karenina, on MGM Theater of the Air.

## After-Dinner Theater

Every evening  
between 7 and 10 p.m.



Fanny Brice as Baby Snooks.

- W 1 **HALLMARK PLAYHOUSE**  
McCloud's Folly, with Robert Young.
- T 2 **THE LIFEBOUY SHOW**  
With Al Jolson. Guests: Connie Boswell and Al Smith.
- F 3 **ACADEMY AWARD THEATER**  
Portrait of Jenny, with Joan Fontaine and John Lund.
- S 4 **THEATER GUILD ON THE AIR**  
Alice Adams, with Judy Garland.
- S 5 **THE FRED ALLEN SHOW**  
Guest: Mr. T. Hee.
- M 6 **DUFFY'S TAVERN**  
Father's Day, with Ed "Archie" Gardner.
- T 7 **FIBBER MCGEE AND MOLLY**  
Molly takes a drive.
- W 8 **THE EDDIE CANTOR SHOW**  
Guest: Dinah Shore.
- T 9 **HALLMARK PLAYHOUSE**  
Goodbye, Mr. Chips, with Ronald Colman.
- F 10 **ACADEMY AWARD THEATER**  
Guest in the House, with Kirk Douglas.
- S 11 **MGM THEATER OF THE AIR**  
Anna Karenina, with Marlene Dietrich.
- S 12 **LUX RADIO THEATER**  
Wabash Avenue, with Betty Grable and Victor Mature.
- M 13 **THE FANNY BRICE SHOW**  
Baby Snooks' First Day at School.
- T 14 **BOLD VENTURE**  
Frameup, with Humphrey Bogart and Lauren Bacall.
- W 15 **GEORGE BURNS AND GRACIE ALLEN**  
Jack Benny is caught in a beauty parlor.
- T 16 **ACADEMY AWARD THEATER**  
Pride of the Marine, with John Garfield.
- F 17 **SCREEN GUILD PLAYERS**  
Blind Alley, with Edward G. Robinson.
- S 18 **LUX RADIO THEATER**  
Mother Wore Tights, with Dan Dailey and Mitzi Gaynor.
- S 19 **BROADWAY PLAYHOUSE**  
Little Women, with June Allyson and Margaret O'Brien.
- M 20 **THE CHARLIE MCCARTHY SHOW**  
Guest: Fred Allen.
- T 21 **THE JIMMY DURANTE SHOW**  
Guests: Victor Moore and Peggy Lee.
- W 22 **HALLMARK PLAYHOUSE**  
The Desert Shall Rejoice, with John Hodiak.
- T 23 **FAMILY THEATER**  
The Dotted Line, with Barry Sullivan.
- F 24 **GUNSMOKE**  
Tom Cleg, Gunfighter.
- S 25 **LUX RADIO THEATER**  
Margie, with Jeanne Craine and Hugh Marlowe.
- S 26 **LUX RADIO THEATER**  
Brief Encounter, by Noel Coward.
- M 27 **COMEDY CARAVAN**  
With Jimmy Durante and Garry Moore.
- T 28 **GULF SCREEN GUILD THEATER**  
Sergeant York, with Gary Cooper.
- W 29 **HALLMARK PLAYHOUSE**  
Old Man Minick, with Victor Moore.
- T 30 **HAVE GUN, WILL TRAVEL**  
The Lola Blackwood Story.
- F 31 **ACADEMY AWARD THEATER**  
Watch on the Rhine, with Paul Lukas.





Welcome to . . . The Inner Sanctum.

## A Journey With Your Id

Every night between 10 p.m. and 1 a.m.

- W 1 **THE DEVIL AND MR. O**  
The Hungry One: a being comes from outer space.
- T 2 **INNER SANCTUM**  
The Vengeful Corpse: Hester the witch needs an epitaph.
- F 3 **X MINUS ONE**  
Shocktroop: a microscopic army.
- S 4 **LUX RADIO THEATER**  
Spellbound, with Joseph Cotten and Valli.
- S 5 **CBS RADIO WORKSHOP**  
The Space Merchants.
- M 6 **SUSPENSE**  
Leiningen vs. the Ants, with William Conrad: soldier ants destroy everything.
- T 7 **SF-68**  
The Space Cow: inside an animal from outer space.
- W 8 **ARCH OBOLER'S PLAYS**  
The Revolt of the Worms: worms 30 feet long.

- T 9 **THE BLACK MASS**  
The Flies: people driven mad by a plague of flies.
- F 10 **ESCAPE**  
The Skeleton Key: a classic show with Vincent Price.
- S 11 **LUX RADIO THEATER**  
The Night Run: an urge to murder.
- S 12 **LUX RADIO THEATER**  
Out of the Rain: a gripping drama.
- M 13 **THE DEVIL AND MR. O**  
Balance Sheet: an isolated island with factories.
- T 14 **X MINUS ONE**  
The Green Hills of Earth, by R. Heinlein.
- W 15 **DIMENSION X**  
Pebble in the Sky, by Isaac Asimov.
- T 16 **THE MYSTERIOUS TRAVELER**  
The Planet Zevious.
- F 17 **THE CHASE**  
Volta: through the great galactic barrier.
- S 18 **THEATER GUILD ON THE AIR**  
The Green Goddess, with Ronald Colman.
- S 19 **LUX RADIO THEATER**  
Secret of the Incas, with Charlton Heston.
- M 20 **2000 PLUS**  
When the Worlds Meet: a Martian spaceship lands.
- T 21 **DIMENSION X**  
Dwellers in Silence, by Ray Bradbury.
- W 22 **X MINUS ONE**  
Bad Medicine: a psychiatric machine.
- T 23 **THINK**  
Mars Is Heaven, by Ray Bradbury.
- F 24 **THE DEVIL AND MR. O**  
Paris Macabre: a strange artists' ball.
- S 25 **LUX RADIO THEATER**  
The Day the Earth Stood Still, with Michael Rennie.
- S 26 **LIGHTS OUT**  
Tomorrow, by Philip Wylie; with Orson Welles.
- M 27 **SF-68**  
Last Rites, by Charles Beaumont: robot with a soul.
- T 28 **X MINUS ONE**  
Inside Story: a leper colony on Druro.
- W 29 **ESCAPE**  
The Outer Limit, with Frank Lovejoy.
- T 30 **DIMENSION X**  
Dr. Grimshaw's Sanitarium.
- F 31 **THE DEVIL AND MR. O**  
Speed: people move, think, 20 and 50 times faster than normal. The last show of this series.

## Radio Detective Quiz

Guess the names of the microphone sleuths at left, and check your answers below.



1. He prefers partying to sleuthing.



2. He's fond of saying "It figures."



3. He's an urbane New York lawyer.



4. Only Margot Lane knows his identity.

1. Les Tremayne as Nick Charles, The Thin Man.  
2. Howard Duff as Sam Spade.  
3. Hugh Marlowe as Ellery Queen.  
4. Bret Morrison as Lamont Cranston, The Shadow.



The prize-winning fantasy series *Let's Pretend* was begun in 1930. Shown above is Nila Mack, originator of the program, with some of the children who participated in it.

## Every weekend morning, a special program for children . . . **Let's Pretend**

March 4 **LET'S PRETEND**

Faithful John.

March 5 **ACADEMY AWARD THEATER**

Snow White and the Seven Dwarfs.

March 11 **NO SCHOOL TODAY**

Treasure Island, Part 1.

March 12 **NO SCHOOL TODAY**

Treasure Island, Part 2.

March 18 **SMILIN ED'S BUSTER BROWN GANG**

With Midnight, Squeaky and Froggie the Gremlin.

March 19 **LET'S PRETEND**

The Yellow Dwarf.

March 25 **SMILIN ED'S BUSTER BROWN GANG**

Little Neba, daughter of the royal catkeeper.

March 26 **HALLMARK PLAYHOUSE**

My Friend Flicka, with C. Jarmon Jr.

## **Tune in Tomorrow...**

between 10 a.m. and noon and between 4 and 6 p.m.,  
for another gripping episode of a soap opera.



Karl Swenson as Lord Henry and Vivian Smollen as Our Gal Sunday. Can this girl from a Colorado mining town find happiness as the wife of a wealthy and titled Englishman?



Vivian Fridell as Mary Noble, Backstage Wife. Can a stenographer from Iowa find happiness as the wife of Larry Noble, America's favorite matinee idol?

**LORENZO JONES**

Belle takes up the piano and Lorenzo fumes.

**DAVID HARUM**

Dr. Anderson is leaving; she's in love with John.

**PEPPER YOUNG'S FAMILY**

Carter and Peggy are in love.

**LIFE CAN BE BEAUTIFUL**

Papa David and Chichi clean out a safe.

**YOUNG WIDDER BROWN**

Anthony leaves Millicent.

**MARY NOBLE, BACKSTAGE WIFE**

Shatzi stops in for a tour backstage.

**OUR GAL SUNDAY**

Audrey turns down Robert's proposal.

**EASY ACES**

Jane sells drawings and paintings for Paul.

**ROAD OF LIFE**

Jim doctors his wife; Rockwell suspects Beth.

**MYRT AND MARGE**

Jack and Rex confer with the D.A.

**JUST PLAIN BILL**

Pearl is trapped in a burning store.

**FRONT PAGE FARRELL**

Blinding Light Murder Case, episode 1.

## **Adventures by Morse**

Two complete serials, which you'll hear between 4 and 6 p.m., and between midnight and 6 a.m.

**LAND OF THE LIVING DEAD**

A complete serial in 10 chapters. Story is set in the jungles of Chile, where Captain Friday meets werewolves, voodoo practitioners and murderers.

**CITY OF THE DEAD**

Another adventure with Captain Friday. Phantom church bells, black pearls and an old claw-foot are just some of the things that Friday encounters in this thriller.

# SPECIAL OFFER!

KPFK offers a tape of any one of the following old radio programs free to each person who (a) joins the 3729 Club (see page 31) or (b) converts from a regular subscription to a 3729 Club subscription or (c) sends a donation of \$60 or more. These premiums are for actual money received, not for pledges: your check or money order must be enclosed with the coupon at right.

1. **CBS RADIO WORKSHOP: Brave New World**  
Aldous Huxley narrates his great novel, written 25 years before this premiere broadcast of January 27, 1956.
2. **THE FRED ALLEN SHOW**  
The famous broadcast of March 20, 1940 when an eagle got loose in the studio.
3. **GEORGE GERSHWIN MEMORIAL SHOW**  
An excellent program broadcast the day after Gershwin's death on June 12, 1937.
4. **THE AMATEUR HOUR**  
Major Bowes hosts. Program is from 1935.
5. **LUX RADIO THEATER: To Have and Have Not**  
The 12th anniversary show of October 14, 1946, and the first radio appearance of Humphrey Bogart and Lauren Bacall.
6. **OUR SILVER JUBILEE**  
The 25th anniversary of NBC, with Fibber McGee and Molly, Bob Hope, Jimmie Durante, W. C. Fields and others.
7. **WILL ROGERS GULF SHOW**  
Broadcast on May 8, 1933; Will's topic is newly elected President Franklin D. Roosevelt. This is followed by . . .  
**THE RECEPTION OF CHARLES LINDBERGH**  
NBC, 1927, with Coolidge and Lindbergh. Graham McNamee anchors. This newscast made history as the first program to broadcast music coast to coast. The tape concludes with a 1929 Atwater-Kent commercial, and the live coverage of the Hindenberg burning and the B-25 crashing into the Empire State Building.
8. **HISTORICAL MOMENTS**  
Albert Einstein speaks on world peace at Princeton University. The tape ends with Houdini's final seance.
9. **COMMAND PERFORMANCE**  
Abbott and Costello do their famous "Who's on First?" routine; guests are Dinah Shore and Fats Waller.
10. **GUNSMOKE**  
A rehearsal of The New Hotel during which crew and actors fluff, laugh, cuss, and reduce the show to a shambles. Followed by the straight broadcast of The New Hotel.
11. **CHASE & SANDBORN 100th ANNIVERSARY SHOW**  
With Edgar Bergen and Charlie McCarthy.
12. **KRAFT MUSIC HALL**  
A 1938 broadcast with Bing Crosby.

# YES!

PLEASE RUSH ME THE OLD  
RADIO TAPE CIRCLED BELOW.

1. CBS RADIO WORKSHOP
2. FRED ALLEN SHOW
3. GEORGE GERSHWIN MEMORIAL SHOW
4. AMATEUR HOUR
5. LUX RADIO THEATER
6. OUR SILVER JUBILEE
7. WILL ROGERS SHOW and LINDBERGH RECEPTION
8. HISTORICAL MOMENTS
9. COMMAND PERFORMANCE
10. GUNSMOKE
11. CHASE & SANDBORN 100th ANNIVERSARY SHOW
12. KRAFT MUSIC HALL

My check for \$\_\_\_\_\_ is enclosed,  
which applies to:

\_\_\_ New 3729 Club membership  
(\$60 enclosed).

\_\_\_ Conversion from regular sub-  
scription to 3729 Club  
(\$36 enclosed).

\_\_\_ Donation (\$60 or more  
enclosed).

(All contributions are tax deductible.)

Mail to: KPFK, Los Angeles 90038.  
Or use the remittance envelope  
inside the front cover.

Name \_\_\_\_\_

Address \_\_\_\_\_

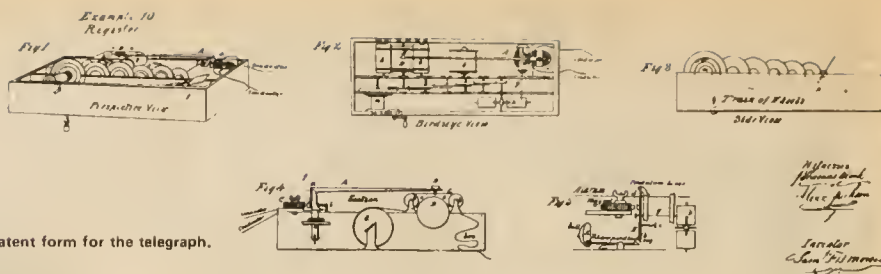
City \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_



*S. F. B. Morse.*  
*Telegraph Signs.*  
*Patented Jan. 20, 1844*  
*N<sup>o</sup> 1647*



Drawings from Morse's patent form for the telegraph.

## Where Does Old Radio Come From?

All of the old radio programs you'll hear during our March marathon come from the collection of just one person, Jay Lacey. Until two years ago Jay lived in New York City, and it was there that he began his fabulous collection. We asked Jay to come and talk with us about old-time radio, and to tell us how he managed to get hold of more than 10,000 old radio programs.

### *How did you get started?*

I was going to college in Brooklyn when I learned that a 1941 Lincoln was going to be sold as part of an estate up in the Bronx. I managed to get two partners who had some bread to go and buy this car with me. As it turned out, during the auction there were some Edison Diamond discs and some cylinders up for sale. Leaving two unhappy friends, I bought them—figuring some day they might be worth something.

I had absolutely no way of playing those cylinders, so I began to search rummage shops and junk dealers throughout the city for some way to listen to them. I ran across all kinds of goodies on 78s and cylinders from the 1920s. And I never did get those original cylinders on a machine until about three years ago.

### *Do you feel that old-time radio is making a comeback?*

Positively! There are a score or so of stations across the country which still broadcast classics like *The Lone Ranger* and *The Shadow*. Whenever they appear, local sales of blank tape go up.

### *How did you collect so many shows? Where are the old radio programs coming from?*

Most of the shows that I collected are from local junk shops or places like Aunt Martha's attic. Many are from the original 16-inch transcription discs. Others I traded for. A few of the programs are available commercially on records or tape. But most of the old programs have been lost. Many of the networks didn't save anything when television mushroomed in the 1950s.

Fortunately for posterity, two of the most popular programs—*The Lone Ranger* and *The Green Hornet*—were produced by an advertising agency in the studios of an independent Detroit station, WXYZ. In the beginning, WXYZ distributed the programs to other stations. Later, when the NBC Blue Network took over distribution, WXYZ continued to record them on 16-inch transcription discs which it stored in a Detroit warehouse. These discs were actually the property of George W. Trendle, who created

*The Lone Ranger*. Since the show remained popular well after television came along, Trendle held onto the discs.

Another popular show, *The Shadow*, distributed similarly by Blue Coal, was believed to be lost, until one day in the late 1950s when an employee of an advertising agency in Wilkes-Barre, Pa. found 150 discs containing 300 episodes of the program, several dating back to the 1930s. Other programs have not been so fortunate—recovery has been hit-or-miss. Some have been recovered from the Armed Forces Radio Service.

### *How good are the shows on tape today?*

Better than you might at first think. Unfortunately, many collectors, including radio stores which sell old radio tapes, make no effort to improve the sound quality.

### *Are old radio programs in demand?*

Absolutely. The Longines Symphonette Society, for example, has put out a five-record set containing excerpts from most of the memorable drama and comedy shows. They also have a two-record version, with a wonderful Allen's Alley sequence. Columbia offers W. C. Fields exchanging insults with Charlie McCarthy. People even collect the premiums once offered on children's shows for 10 cents and a box-top. Remember Orphan Annie's Ovaltine mugs . . . secret belts and rings from the *Lone Ranger* . . . those special decoders from *Captain Midnight*?

### *You said that radio networks didn't retain copies of their shows. Then how were records made?*

From the collections of people like myself. I mentioned a Columbia album. It came from the library of J. David Goldin, and so did the Viva album, *Themes Like Old Times*, which includes 180 introductions to old radio programs. When Columbia Records, which is a division of CBS, has to go to Goldin instead of to CBS files, you can see how desperately we need a repository of old radio shows. None of the networks has any sort of library of shows between 1930 and 1950.

### *What do you do with your collection? What are your plans?*

My one main interest is in preserving old radio, keeping its golden age alive. You know, it's a medium where people can use their imagination—instead of watching television and not really watching or even listening because of lack of interest. If my collection of programs can help keep KPFK an interesting and creative station—if old radio can contribute to new radio—so much the better.





Dennis Mathews

Ron Dhanifu

## The Black Airwaves Collective

On Saturdays, from 6 p.m. to 11 p.m., KPFK presents five hours of communication from a Black perspective.

Frank Greenwood starts the Collective off at 6 p.m. with his talk show, formerly known as Tell It Like It Is. Frank, a noted lecturer and authority on Black history, discusses various topics and invites listeners to call in and express their views.

At 7:30 p.m., Ed Hamilton comes in with Impressions. Ed ties jazz, rock, R&B and Latin music together with interviews of people in the entertainment world, the political arena, and Los Angeles and surrounding communities. He strives to communicate with the best social tool—music.

A look into what's definitely happening in the Black community is Dennis Mathews' thing, at 9 p.m. Dennis delves into the happenings that have contributed to, and have affected, the people in the black community. He presents exactly what comes out of his Public Affairs hat—black plays, spirituals, interviews, etc.

Anchor man for the Black Airwaves Collective is Ron Dhanifu, who checks in at 9:30 p.m. with Nommo. "Nommo" is a Swahili expression for "the spoken word." And this is what you hear: a spoken word of Blackness tied in with Black music and in-person contributions to what's happening in the Black world.

If you haven't tuned in to the Black Airwaves Collective, we hope you will. And for regular listeners, didn't someone say that things are better the second time around?

—The Black Airwaves Collective



Moctezuma Esparza



Raul Ruiz (left); and Antonio Salazar

## La Raza

The aim of KPFK's Chicano programming is to offer listeners some insight about the Chicano community. The Chicano experience in the U.S. is that of a colonized people; and as is the case with most colonized people, misconceptions and ignorance about Chicano nature, life style and mode of thought abound. Chicano programming at KPFK attempts to correct at least a part of this.

On Mondays from 9:00 p.m. to 10:00 p.m., La Raza Nueva, hosted by Moctezuma Esparza and Raul Ruiz, offers an in-depth look at topics and people of interest to the Chicano community. While the focus of the program is primarily political, other areas are often touched upon.

Fridays from 10:00 p.m. to midnight, Mundo Chicano, hosted by Antonio Salazar, offers music and news about events in the Chicano community. The music reflects what Chicanos listen to, and thus includes Latin jazz and rock, blues and soul, as well as straight jazz and rock.

Finally, on Sundays from 6:30 p.m. to 7:30 p.m., Natividad Cisneros explores the world of Chicano Creative Arts. Poetry, spoken drama and interviews with Chicano artists are featured.

While present programming is only a cursory view of the tapestry of Chicano experiences, it is a more accurate reflection than is to be found anywhere else on radio in L.A.

—Andres Chavez

**ZACKY FARMS**  
*California Grown*



**ROASTING  
AND FRYING  
CHICKEN**

**NO PRESERVATIVE ADDED**

**FROM SMOG FREE APPLE VALLEY**

**ZACKY FARM'S PRESENTS**

The very finest — Locally grown and Processed  
**POULTRY**

No preservatives are used in the processing of  
**ZACKY FARMS FRYERS & ROASTERS**  
Just lots of T.L.C. (Tender Loving Care)  
Ask your butcher for **Zacky Farms Chicken**

If he can't supply you  
call 283-8481; 443-1349; 784-4050  
In Orange county call: 523-1481,  
or write Zacky, 2325 Loma, S. El Monte 91733  
for the address of a Zacky dealer.

**ZACKY FARMS**  
*California Grown*



**ROASTING  
AND FRYING  
CHICKEN**

**NO PRESERVATIVE ADDED**

A concert by the  
**FESTIVAL  
 PLAYERS OF  
 CALIFORNIA**

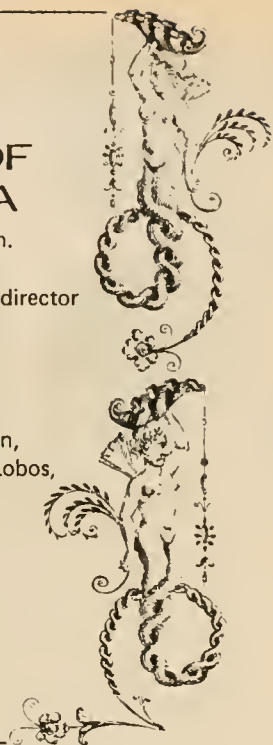
Friday, March 4, 8:00 p.m.

Dorye Rottger, oboe and director  
 Victor Sazer, cello  
 John Scammon, guitar

Music by Von Call, Bach,  
 Loeillet, Beethoven, Haydn,  
 Prokofiev, Britten, Villa Lobos,  
 Castelnuovo-Tedesco.

No admission charge.  
 Bring a pillow to sit on.

KPFK's studios,  
 3729 Cahuenga Blvd. W.,  
 in North Hollywood



**CLASSICAL MUSIC**



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Subscribe today to 'CLASSICS WEST'... the magazine of classical music!

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## Drama & Literature

"Art Degraded, Imagination Denied, War Governed the Nations" is a poignant formula that I carry from Blake into Pacifica. Which is a way of saying that the arts matter to developing struggles not just incidentally, as ornament, but essentially, as soul.

As a department, we are committed to discovering, presenting, interviewing, reviewing and interpreting what seems both relevant and qualitative in all the arts—exclusive of music—insofar as we have hands and imagination to do so. We also try to examine the climate in which the arts live—the politics of art.

Hence we try to build our programming with what the rest of the station is doing in mind: scheduling *Angela Is Happening* in conjunction with a documentary on Angela Davis, for example. And we also try to be attuned to what is going on in the art world around us: memorial programs for John Berryman and Kenneth Patchen; an examination of the film rating system; the struggle of women artists; a month-long celebration of Henry Miller on the occasion of his 80th birthday.

Who are "we"? Below are the devoted regulars who produce magnificent programs and, because they are so reliably "there," often without much recognition.

Carlos Hagen: with Carlos Hagen Presents, Thursdays at 10:15 p.m.; and Spectrum at 10:00 a.m. on Sundays.

Cynthia Sears: with Writers and Writing, Sundays at 8:30 p.m., rebroadcast on Tuesdays. Now to be assisted by Alvaro Cardona-Hine and Paul Vangelisti.

Ruth Buell: with *Halfway Down the Stairs*, a program for young people of all ages, Saturdays at 9:30 a.m.

Clare Loeb: who labors over some of the major departmental productions, and keeps up on art and theater.

We think we offer the most substantive theater and film criticism in town. Our reviewers are:

Film—Steve Mamber, Stephen Farber, Jim Kitses, Judith Dancoff, Beverly Houston and Marsha Kinder. Theater—Richard Toscan and Juris Svendsen.

—Everett Frost  
 Drama and Literature Director

# From the Departments

## Music

in april, to commemorate the 300th anniversary of the death of heinrich schuetz, bach's great predecessor, a *schuetzfest*—a month-long tribute, with live concerts as well as a survey of his music on records.

in may, an even-rarer tribute—to a living composer. on may 29th, iannis xenakis, rumanian-born-greek-parents-french-citizen-cosmic-sound-architect, will be 50. his music is virtually unknown in this country. only two of his works have ever been played publicly in los angeles. find out why in europe he is considered the greatest musical innovator since pythagoras.

in june, in july, in august—music from germany, music from radio nederland, music from radiodiffusion francaise, music from radio mocsow, more to come more more

—david cloud  
music director

## Public Affairs

Upcoming projects from KPFK Public Affairs programmers run the gamut from an inside look at the National Free Clinic Conference recently held in Washington, D.C., to an in-depth look at the situation in Northern Ireland, to on-air preparations for the Conventions.

In April our theme will be alternatives: the counter-institutions that are having a direct affect on our lives—both good and bad. Programs will include a detailed examination of alternatives in education, free clinics and communes. Others are still being planned.

In May we go to Ireland: documentaries from Pacifica correspondents who were there amid the bombs, bullets and British; an exclusive interview with Bernadette Devlin; music; culture.

June and July will concentrate on politics. With two national political conventions on the horizon, Pacifica is planning its coverage as an alternative to what the other media will provide. KPFK will be responsible for coverage of the GOP convention in San Diego this summer, and our reports will keep you fully informed.

All in all, KPFK Public Affairs is looking forward to the coming months. We hope you will listen and enjoy.

—Mike Hodel  
Public Affairs Director

## News

When Will Lewis asked me to become News Director for KPFK, he pointed out that Pacifica's tradition of fairness and open reporting on all issues was becoming more and more difficult to uphold because of the growing pressures placed on the news media from virtually all directions. And it is difficult, indeed, to offer Pacifica listeners the highest degree of responsible, fair reporting when one considers the problems raised by such issues as advocacy journalism, bureaucratic hindrance of the public's right to know, and limitations of access to the people making news. Nonetheless, I am convinced that KPFK News offers you a unique reporting effort that is virtually unrivaled in the Los Angeles area.

As an example, Life on Earth (KPFK's nightly news hour) provides a full hour of genuine alternative news. We go in-depth on stories that other broadcast news organizations ignore. When two members of the Swedish parliament nominated Philip and Daniel Berrigan for the Nobel Peace Prize, KPFK News quickly contacted one of the MPs by telephone at his home near Stockholm. Less than two hours after the announcement of the nomination, KPFK listeners heard an exclusive first-hand interview with MP David Wirmark on the "why" and "how" of his nomination of the Berrigans. Life on Earth's political editor, Emmy award-winner Charles Waite, offered a four-part series on Who Killed Robert Kennedy—Questions Unanswered. And Life on Earth's back-to-back commentaries have offered listeners three different political viewpoints, one right after the other, on a single given issue. These are but examples of features unduplicated by any radio station that we know of.

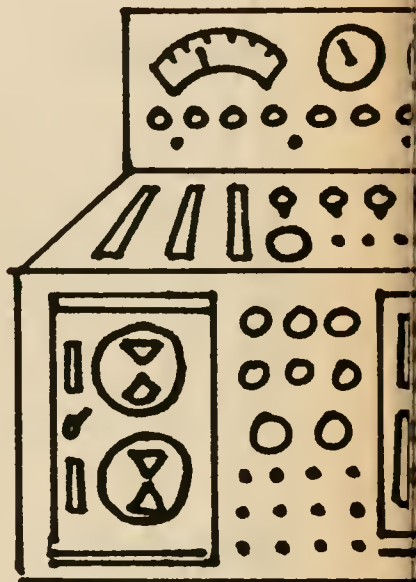
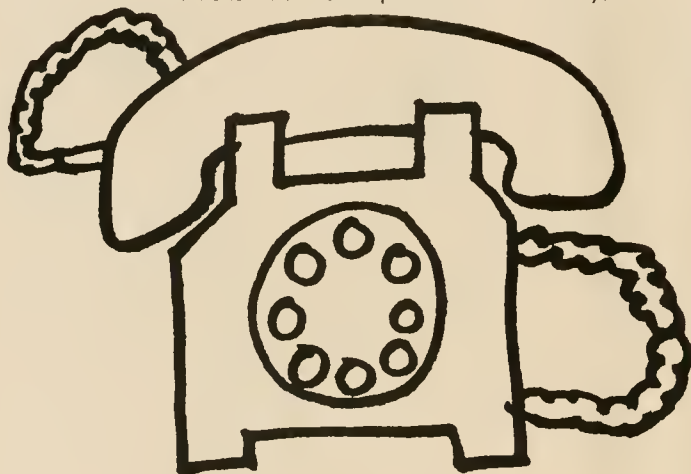
KPFK News strives to combine the highest standards of responsible journalism with the most comprehensive news hour on radio. We do not deal with the trivial or the sensational. Our aim is to give listeners information which has meaning for their lives, and news which is vital to understanding the increasingly complex world around us. In choosing stories and features for Life on Earth, the KPFK News staff attempts to judge a story on the basis of its relevance to our listeners. In choosing what to present, we ask a question most radio newscasters forget: Will it matter tomorrow?

It is not an easy task, and sometimes we fall short. We're only human. But we will continue in our attempts to bring you the kind of news that is intelligent, worthwhile and seeking toward fairness—a turn of the dial elsewhere will point out the difference. In the very near future, there will be much more to come from KPFK News.

—Richard Halmey  
News Director

# KPFK KIDDIE KOLORING BOOK

This is KPFK's telephone. Color it busy.



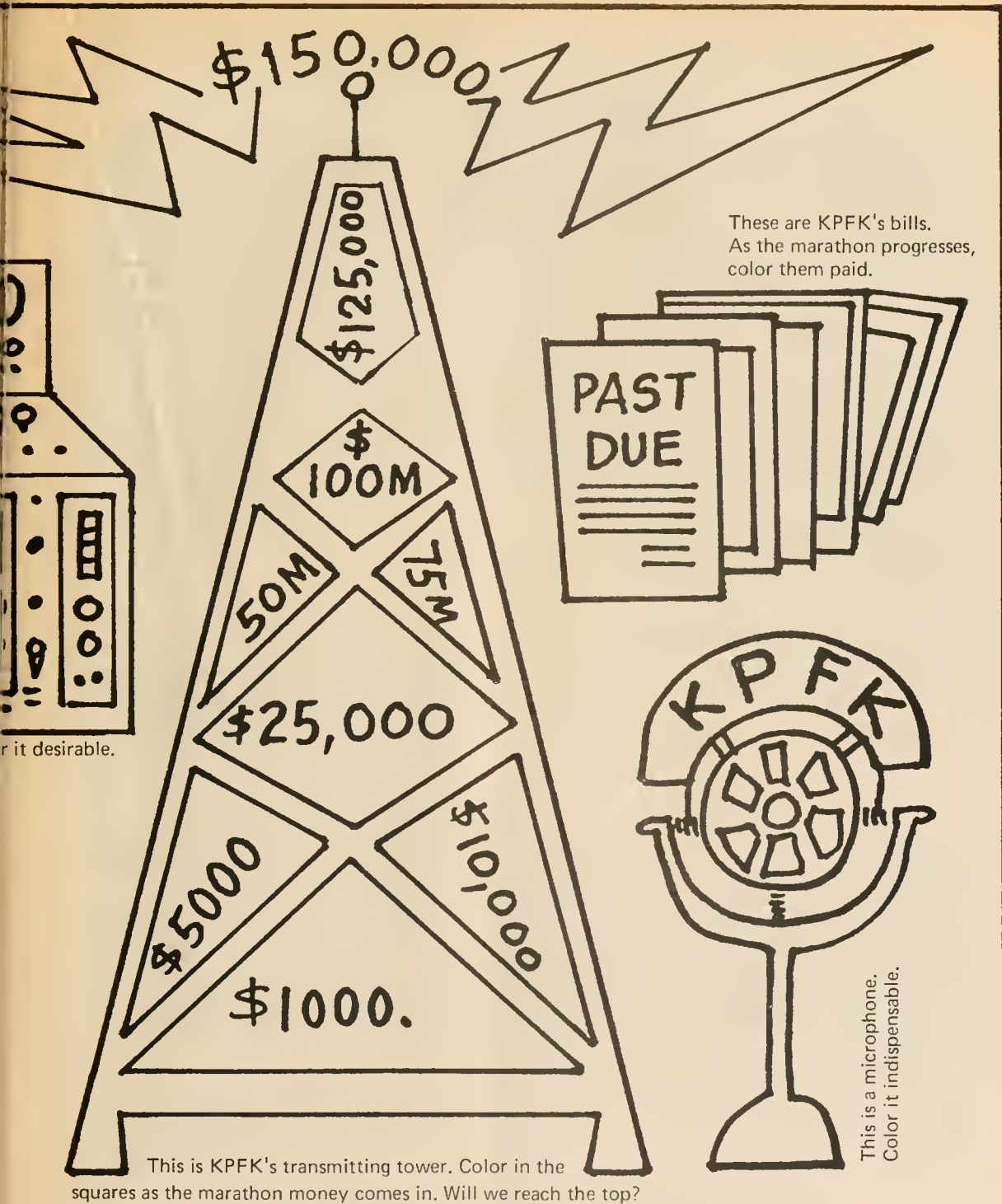
This is a new broadcast console. Color it.

Pay to K P F K Pacific

\_\_\_\_\_  
YOUR SIGNATURE

This is a check. Color it any way you want, as long as you sign it.





These are KPFK's bills.  
As the marathon progresses,  
color them paid.

or it desirable.



FILM REVIEWS

BOOK REVIEWS

ASTROLOGY

THEATER REVIEWS

DR. SCOTT—  
Exploring  
Inner Space

LETTERS FROM READERS

Information on  
goods and  
services

DR. HIPPOCRATES

RADIO FREE AMERICA

DOPE SCOREBOARD

RECORD REVIEWS

PAPER RADIO

-Lew Irwin

CALENDAR

Places to go, things to do  
in the community each week

ECOLOGICAL  
COOKERY

Sub-  
scribe!

CLASSIFIED SECTION

Person to person communication — gets results!

Living Arts Supplement

Local & National

**ALTERNATIVE NEWS**

# In 25 Words or Less...

... here are the autobiographies of KPFK's staff—with two exceptions: Don Wilson, who was repairing the transmitter when the photographer was here; and Dennis Mathews, who's on page 15.



**Ruth Hirschman, Program Director**

Have had an off-on love affair with KPFK since 1962; lived about in America and Europe; now by oceanside in California anarchy, beginning another kilocycle.



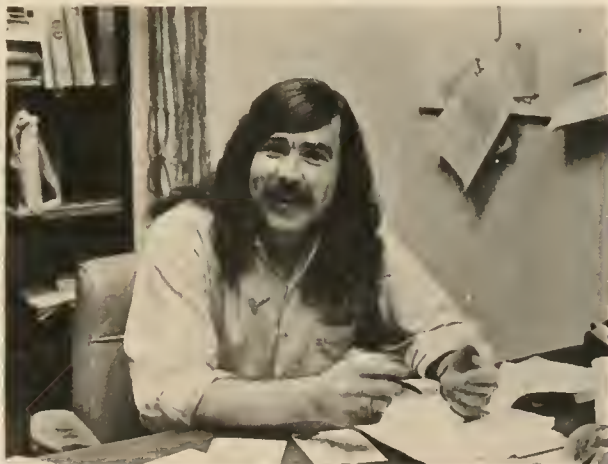
**Bruce Gossard, Production**

Spent several years at UCLA learning about relativity and determinism. Moved out at faster than light speed even though it was fated otherwise.



**Don Roeck, Public Affairs**

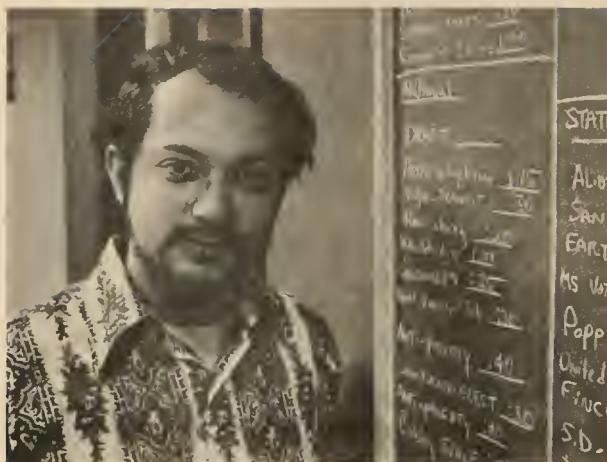
Age 23. Disenchanted history graduate from Cal State Fullerton. KPFK reporter and program producer. Presently acting Public Affairs Director for the month of February.



**Paul Fagan, Production Director**

A precocious child, he developed an early interest in the faux pas, mastering it at the age of thirty. He is now a devout Bokononist.





**Andres Chavez, News**  
Cancer/B.A./political science/UCLA/movimiento/token/green/red/  
white/tlaloq/liberation/Aztlan



Photos: Allen Zak

**Katherine Calkin, Music**  
From Hollywood but not of it. Plays harpsichord,  
sings in the Pacifica Singers, assistant to music  
director at some weirdo radio station in North  
Hollywood.



Photo: Elliott Schwartz

**Clare Loeb,**  
Associate Director, Drama & Literature  
Biting the Sour Apple can lead to wisdom; also  
panic, indignation and insomnia. Snow White  
beware: it's more inscrutable than we thought  
out there.



**Peter Lert, Production**  
1947-? Rose from simple but honest stock. Dropout, U. of C.,  
San Diego, 1969. FAA commercial pilot (ASMEL; IR; glider) and  
flight instructor. Hobbies: sleep, avarice. Single but bespoke.  
"Synergistic . . ." (Clive Barnes, New York Times).





**Cynthia Sears, Drama & Literature**

An early victim of Frigustus Microphonus, she rapidly acquired the art of silent listening and the title, poet-in-reticence.



Photos: Allen Zak

**Tom Sanford, Engineering**

I have been with KPFK off and on since 1968. At twenty, I am the youngest staff member. Besides my engineering duties, I do a program on Thursday nights at midnight.



**Jean Vassar, Traffic**

I am a native of California, who's moved a lot. I've been down many roads, but not enough. I believe in freedom—inward freedom, an open mind—KPFK.



**Will Lewis, General Manager**

WGBH/WEDK/U. of Fla./CBS Fellow/NBC Radio/Boston U./WBUR/NAEB-CPB/KPFK/Pacifica/Free at last!



**Rick Bralver, Production**

Only through careful and tedious effort was my request for birth approved. I've been trying to engineer my way into similar productions ever since.



**Hal Thorpe, Subscriptions**



**Steven Tyler, Public Affairs**

Editor in Los Angeles 1944. Virgil J.H.S. 1959. John Marshall H.S. 1962. USC (telecommunications) 1968. House Reader, Makana Beach, 1969-70. KPFF: Morning News editor, March-Aug. 1971. News administrator, Sept.-Oct. 1971. The Commentaries, Nov. 1971-present.



**Rachel Kurn, Production**





Mary Bess, Public Affairs



Everett Frost,  
Director, Drama & Literature  
Connecticut Yankee, exiled academic, per-  
sisting in a special fondness for Will Blake,  
Charles Ives, Emma Goldmann & other  
visionaries. Still looking for the Lost Angels.

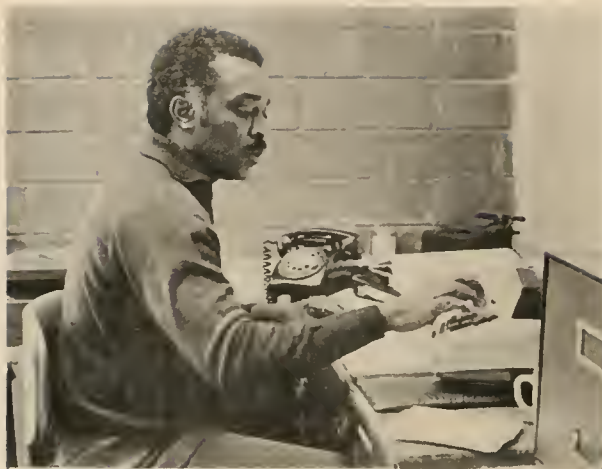


Barbara Cady, Program Assistant  
Milwaukee, Chicago, Minneapolis, Syracuse, New  
York, Milwaukee, Madison, West Lafayette, Los  
Angeles (and KPFK). I've always believed in  
saving the best till last.



Mitchell Harding, Production.  
Ch'ien—The Creative. Be consistent, true to myself. Cast out  
inferior, degrading. Limit fields of activity. No unseemly  
aspirations or arrogance. Retain touch with humanity.





**Harold Hodge, Accountant**



Photos: Allen Zak

**Vic Sadesky, News**

Worked as a volunteer for a year as a news writer, copy and tape editor. Reporter, board operator and program producer. Being an Aquarius makes my temperament ideal for working in the newsroom and KPFK in general.



Photo: Ellis E. St. Rose

**Richard Halmy, News Director**

Through the mirror, I carefully look myself in the eye each morning, speak directly into the microphone and ask, "Is anybody home?"



**Susan Bechaud, Folio**

Former sales clerk, tutor, data analyst, graduate student, editor, secretary, typist, printer. Currently none of the above.



**David Cloud, Music Director**

Born the same day as Brahms and Tchaikovsky. Author of "Propagation of an Infinite Plane Wave in a Randomly Inhomogeneous Medium." Likes the music of Josquin des Prez and Iannis Xenakis. Will not eat soft-boiled eggs. Is very stubborn.



**Barbara Spark, Promotion Director**

One (left) of the famous Apple Sisters. Erstwhile "beatnik balabusta." World's first feminist, anti-imperialist, anti-capitalist, ex-political candidate hygiene teacher. Recent refugee from "The Wormy Apple." Chutzpah specialist. Single.



**Lili Singer, Reception**

misted trees in the sunlight  
walking by my home near the woods  
thank you morning for another day



**Burton Swope, News**

Age 26. B.A. journalism, Fresno State College. Sigma Delta Chi, Phi Kappa Phi, honorary member of MECHA. Former editor of FSC student newspaper, The Daily Collegian. Sagittarius.

# Awards



**Ruth Buell, Programs for Young People**  
Uncle Ruthie was born, and continues to live, under mysterious circumstances. She teaches nursery school in South Central L.A. and her heroine is Gladys Azjakian.



**Mike Hodel, Public Affairs Director**  
A 10-year Pacifica veteran, he produces documentaries and other programs. He occasionally answers his mail. He also claims to have worked for KPFK News.



**Miriam Bjerre, News**  
B.A., Smith College. Master's degree, journalism, UCLA. Internship, Los Angeles magazine. Five year volunteer and/or staff, KPFK. Semi fulfilled dreamer of Brenda Starr fantasies.



Over the past decade, KPFK has won more than a dozen awards, covering every area of its programming.

The Golden Mike, at left, was awarded in 1966 by the Radio-TV News Association of Southern California, for the best spot news story of the year; in 1968 for the best regular news broadcast and for the best documentary—I Have a Dream, on the life and death of Martin Luther King Jr. The Golden Mike was awarded again in 1971 for the best original news story, The Tackwood Expose.



The George Foster Peabody Award was given to KPFK for overall excellence of programming.



KPFK has won three Major Armstrong Awards: in 1966, for its reporting of the Watts rebellion; in 1967, for a Musical Evaluation of Mahler's Tenth Symphony; and in 1968, for A Day in the Park, a documentary.



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There are many thousands of you who should also be members, not only for KPFF, but for yourselves. If you are consumers of any of the products or services listed on these pages, you will be able to save the cost of your membership in the period of a year, as well as helping your station to grow.

Regardless of your membership status in the 3729 Club when you need to make a purchase, or use a service, check your 3729 Merchant list and where ever possible deal with these supporters of KPFF, and, more than that, tell them you too are supporters of KPFF.

It would seem a logical deduction that the more merchants offering discounts we have listed, the more incentive there would be for present subscribers to become 3729 Club Members. So give us a hand. Call Lanny Orlin at 877 - 2711 or 984 - 2711 or write to KPFF, Los Angeles, California, 90038 and let us know you have the time to help. We will supply you with contracts and the requirements merchants must meet. See page 13 for special marathon bonus!

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# The 3729 Club

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